



**PUBLIC
HEALTH**
EMERGENCY

RISK COMMUNICATION

Risk communication is communicating with any stakeholder, internal or external, on any issue that could impact your organization's mission.

For more information or to schedule a risk communication training course, please contact:

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An effective Navy and Marine Corps risk communication strategy ensures consistency and minimizes potential negative impacts to the military mission, manpower or budget.

CARDINAL RULES OF EFFECTIVE RISK COMMUNICATION

1. Accept and involve the public as a legitimate partner
2. Plan carefully and evaluate your efforts
3. Listen to the public's specific concerns
4. Be honest, frank and open
5. Coordinate and collaborate with other credible sources
6. Meet the needs of the media
7. Speak clearly and with compassion

From U.S. Environmental Protection Agency. (1988). *Seven Cardinal Rules of Risk Communication*. OPA-87-020. Washington, D.C.

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